

Information to identify the case:Debtor: **Digital Media Solutions, Inc., et al.**
NameEIN: **98-1399727**

United States Bankruptcy Court for the Southern District of Texas

Case Number: **24-90468 (ARP)**Date case filed for Chapter 11:
September 11, 2024

Official Form 309F1 (For Corporations or Partnerships)

Notice of Chapter 11 Bankruptcy Case**10/20**

For the debtor listed above, a case has been filed under chapter 11 of the Bankruptcy Code. An order for relief has been entered.

This notice has important information about the case for creditors and debtors, including information about the meeting of creditors and deadlines. Read both pages carefully.

The filing of the case imposed an automatic stay against most collection activities. This means that creditors generally may not take action to collect debts from the debtor or the debtor's property. For example, while the stay is in effect, creditors cannot sue, assert a deficiency, repossess property, or otherwise try to collect from the debtor. Creditors cannot demand repayment from the debtor by mail, phone, or otherwise. Creditors who violate the stay can be required to pay actual and punitive damages and attorney's fees.

Confirmation of a chapter 11 plan may result in a discharge of debt. A creditor who wants to have a particular debt excepted from discharge may be required to file a complaint in the bankruptcy clerk's office within the deadline specified in this notice. (See line 11 below for more information.)

To protect your rights, consult an attorney. All documents filed in the case may be inspected at the bankruptcy clerk's office at the address listed below or through PACER (Public Access to Court Electronic Records at <https://pacer.uscourts.gov>).

The staff of the bankruptcy clerk's office cannot give legal advice.

Do not file this notice with any proof of claim or other filing in the case.

1. Debtors' full name: See chart below.

List of Jointly Administered Cases

NO.	DEBTOR	ADDRESS	CASE NO.	EIN #
1	Digital Media Solutions, Inc.	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90468 (ARP)	98-1399727
2	Aimtell Holdco, Inc.	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90469 (ARP)	87-3191701
3	Aimtell LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90470 (ARP)	81-2101619
4	Apex Digital Solutions, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90472 (ARP)	84-5186428
5	Aramis Interactive, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90467 (ARP)	61-1719135
6	Art Brock Holdings, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90475 (ARP)	83-2835588
7	Best Rate Holdings, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90477 (ARP)	81-2999663
8	Best Rate Referrals, Inc.	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90479 (ARP)	82-0739283
9	Car Loan Pal Holdings LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90483 (ARP)	46-5259649
10	CEP V DMS US Blocker Company	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90487 (ARP)	35-2551290
11	CGIW Marketing Services, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90471 (ARP)	83-2840264

12	Dealtaker, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90476 (ARP)	83-2644401
13	Digital Media Solutions Holdings, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90481 (ARP)	83-1213740
14	Digital Media Solutions, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90485 (ARP)	90-0824110
15	DMS Education LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90488 (ARP)	83-2795319
16	DMS Engage, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90491 (ARP)	82-2584938
17	DMS UE Acquisition Holdings Inc.	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90495 (ARP)	84-3534105
18	Edge Marketing, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90500 (ARP)	35-2709414
19	Forte Media Solutions, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90503 (ARP)	80-0806270
20	Health Market Advisor Group, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90473 (ARP)	82-1768079
21	Orange Cedar Holdings, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90480 (ARP)	83-2914610
22	Peak Vertex LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90484 (ARP)	88-1107504
23	Performance Marketers Group, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90489 (ARP)	83-3207747
24	Protect.com LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90502 (ARP)	90-0824110
25	Pure Flow Marketing, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90501 (ARP)	46-3327199
26	PushPros LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90497 (ARP)	43-2056223
27	RGO Media LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90494 (ARP)	83-2904024
28	Schooladvisor, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90493 (ARP)	47-3032551
29	She is Media, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90474 (ARP)	46-2822343
30	SmarterChaos.com, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90478 (ARP)	45-4946231
31	Sparkroom Holdings, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90482 (ARP)	81-1382771
32	Sparkroom, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90486 (ARP)	45-4101469
33	SWWSMedia.com, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90490 (ARP)	83-2871443
34	Traverse Data, Inc.	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90492 (ARP)	82-2617686
35	UE Authority, Co.	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90496 (ARP)	80-0234319
36	W4 Holding Company, LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90499 (ARP)	83-1008354
37	White Star Email LLC	4800 140th Avenue N., Suite 101, Clearwater, FL 33762	24-90498 (ARP)	83-2878664

2. All other names used in the last 8 years: See Rider 1.

3. Address: See chart above.

4. Debtors' attorneys:

PORTER HEDGES LLP

John F. Higgins (TX Bar No. 09597500)
M. Shane Johnson (TX Bar No. 24083263)
Megan Young-John (TX Bar No. 24088700)
James A. Keefe (TX Bar No. 24122842)
1000 Main St., 36th Floor

Debtors' notice and claims agent (for court documents and case information inquiries):

Case Website:

<https://omniagentsolutions.com/DMS>

Email: DMSInquiries@OmniAgnt.com

Houston, Texas 77002 Telephone: (713) 226-6000 Facsimile: (713) 226-6248 Email: jhiggins@porterhedges.com Email: sjohnson@porterhedges.com Email: myoung-john@porterhedges.com Email: jkeefe@porterhedges.com	Telephone: (866) 680-8083 (Toll-free) +1 (818) 574-6886 (International)
-and- KIRKLAND & ELLIS LLP KIRKLAND & ELLIS INTERNATIONAL LLP Joshua A. Sussberg, P.C. (<i>pro hac vice</i> pending) Elizabeth H. Jones (<i>pro hac vice</i> pending) 601 Lexington Avenue New York, New York 10022 Telephone: (212) 446-4800 Facsimile: (212) 446-4900 Email: joshua.sussberg@kirkland.com elizabeth.jones@kirkland.com	If by First-Class Mail: Digital Media Solutions, Inc. 4800 140 th Avenue North, Suite 101 Clearwater, Florida 33762 If by Hand Delivery or Overnight Mail: Digital Media Solutions, Inc. 4800 140 th Avenue North, Suite 101 Clearwater, Florida 33762
KIRKLAND & ELLIS LLP KIRKLAND & ELLIS INTERNATIONAL LLP Alexandra F. Schwarzman, P.C. (<i>pro hac vice</i> pending) 333 West Wolf Point Plaza Chicago, Illinois 60654 Telephone: (312) 862-2000 Facsimile: (312) 862-2200 Email: alexandra.schwarzman@kirkland.com	
Proposed Co-Counsel to the Debtors and Debtors in Possession	
5. Bankruptcy Clerk's Office Documents in this case may be filed at this address. You may inspect all records filed in this case at this office or online at www.pacer.gov	United States Courthouse 515 Rusk Avenue Houston, Texas 77002 Hours Open: Monday - Friday 8:00 AM - 5:00 PM CT Contact phone: 713-250-5500 All documents in this case are available free of charge on the website of the Debtors' notice and claims agent at https://omniagentsolutions.com/DMS .
6. Meeting of Creditors The debtor's representative must attend the meeting to be questioned under oath. Creditors may attend, but are not required to do so.	[•] at [•] a.m./p.m. (prevailing Central Time) The meeting may be continued or adjourned to a later date. If so, the date will be on the court docket. Location: Telephone Conference Call Dial: [•] Code: [•]
7. Proof of Claim Deadline:	Deadline for filing proof of claim: General Bar Date: November 14, 2024 at 5:00 PM CT Governmental Bar Date: March 10, 2025 at 5:00 PM CT A proof of claim is a signed statement describing a creditor's claim. A proof of claim form may be obtained at www.uscourts.gov or any bankruptcy clerk's office.

	<p>Your claim will be allowed in the amount scheduled unless:</p> <ul style="list-style-type: none"> • Your claim is designated as <i>disputed</i>, <i>contingent</i>, or <i>unliquidated</i>; • You file a proof of claim in a different amount; or • You receive another notice. <p>If your claim is not scheduled or if your claim is designated as <i>disputed</i>, <i>contingent</i>, or <i>unliquidated</i>, you must file a proof of claim or you might not be paid on your claim and you might be unable to vote on a plan. You may file a proof of claim even if your claim is scheduled.</p> <p>You may review the schedules at the bankruptcy clerk's office or online at https://pacer.uscourts.gov.</p> <p>Secured creditors retain rights in their collateral regardless of whether they file a proof of claim. Filing a proof of claim submits a creditor to the jurisdiction of the bankruptcy court, with consequences a lawyer can explain. For example, a secured creditor who files a proof of claim may surrender important nonmonetary rights, including the right to a jury trial.</p>
<p>8. Exception to discharge deadline</p> <p>The bankruptcy clerk's office must receive a complaint and any required filing fee by the following deadline.</p>	<p>If § 523(c) applies to your claim and you seek to have it excepted from discharge, you must start a judicial proceeding by filing a complaint by the deadline stated below.</p> <p>Deadline for filing the complaint: Not applicable</p>
<p>9. Creditors with a foreign address</p>	<p>If you are a creditor receiving notice mailed to a foreign address, you may file a motion asking the court to extend the deadlines in this notice. Consult an attorney familiar with United States bankruptcy law if you have any questions about your rights in this case.</p>
<p>10. Filing a Chapter 11 bankruptcy case</p>	<p>Chapter 11 allows debtors to reorganize or liquidate according to a plan. A plan is not effective unless the court confirms it. You may receive a copy of the plan and a disclosure statement telling you about the plan, and you may have the opportunity to vote on the plan. You will receive notice of the date of the confirmation hearing, and you may object to confirmation of the plan and attend the confirmation hearing. Unless a trustee is serving, the debtor will remain in possession of the property and may continue to operate its business.</p>
<p>11. Discharge of debts</p>	<p>Confirmation of a chapter 11 plan may result in a discharge of debts, which may include all or part of your debt. See 11 U.S.C. § 1141(d). A discharge means that creditors may never try to collect the debt from the debtor except as provided in the plan. If you want to have a particular debt owed to you excepted from the discharge and § 523(c) applies to your claim, you must start a judicial proceeding by filing a complaint and paying the filing fee in the bankruptcy clerk's office by the deadline.</p>

Rider 1
Other Names Used in the Last 8 Years

Current Entity Name	Former Entity Name
Aimtell LLC	The Shopper Survey
Best Rate Holdings, LLC	Best Rate Referrals; BetterLoanChoice.com; Loan Advisor; Mortgage Advisor; USA Rate Center
Car Loan Pal Holdings LLC	Car Loan Pal; carloanpal.com
Digital Media Solutions, LLC	DMS Education; Protect Health Insurance Agency; Protect Health Insurance Agency LLC; Protect Insurance Agency; Protect Health
Edge Marketing, LLC	Crisp Connections; Crisp Results; HealthFind; Legacy Quote; Med Alert Pros; Medicare Deluxe; Medicare Discount Card; Medicare Plus Card; Medicare Rewards; Medicare World; Senior Life
Forte Media Solutions, LLC	Advocacy Center; Auto Help Center; Career Plan Center; Career Plan Guide; Career Resource Center; Consumer Auto Services; Consumer Council; CPC; CPG; CRG; Digital Rewards; Disability Advisor; Education Hunt Helpers; Education Resource Center; Education Resource Guide; Education Search Helpers; EHH; Fosina Marketing Group; Healthmarketadvisor; JHH; Job Hunt Helpers; Job Resource Guide; JRG; LifeMatters; PMP Health; Protect.com; Rewards Advisor; Senior Aid Guides; Senior Aid Helper; Senior Care Guides; SimplyCreditCards.com; SimplyJobs; SimplyJobs.com; WellnessConnect
Health Market Advisor Group, LLC	Healthmarketadvisor
Peak Vertex LLC	Career Resource Group; Digital Benefits Group; Education Resource Group; Go Live Rewards; Insurance Resource Group; Prize Advisor; Rewards Advisor
Performance Marketers Group, LLC	CAC; Career Resource Center; Consumer Advocacy Center; CRC; Education Resource Center; Education Resource Guide; Education Search Helpers; ERC; ERG; ESH; Job Resource Center; Job Search Helpers; JRC; JSH; Loan Resource Center; LRC; Rewards Search Center; RSC; Samples Help Center; SHC; SRC; Survey Resource Center
Pure Flow Marketing, LLC	PF Marketing; PureFlow
PushPros LLC	PushPros Inc.; Leadstore.com, Inc.
Schooladvisor, LLC	Classesandcareers.com; collegeatlas.org; DegreeSearch; DegreeSearch.org; Digital Media Solutions Holdings; Simplyjobs.com; One on One Marketing Holdings, LLC
Sparkroom Holdings, LLC	DMS Digital Agency
Traverse Data, Inc.	Omni Marketing Technologies
UE Authority, Co.	Discount Insurance Quotes; Quotza; ZipQuote
W4 Holding Company, LLC	DMS Performance Ad Market